



Market Development Division

Idaho State Department of Agriculture

P.O. Box 7249 • Boise, Idaho 83707

P: 208.332.8500 • F: 208.334.2170

www.agri.idaho.gov

BRAD LITTLE, GOVERNOR

CHANEL TEWALT, DIRECTOR

March 2 - April 7, 2023

American Agricultural and Food Showcase in Taiwan

This showcase will travel to four major cities throughout Taiwan promoting Idaho agricultural products free of charge all during the month of March. Each stop of this showcase will bring in interested Taiwan importers and buyers to view your products. Our highly experienced Idaho Asia Trade Office staff will work to promote Idaho products at each stop. For inquiries, contact [Michelle Silva](#).

March 8 - 12, 2023



Beef Genetics Outbound - Congreso Ganadera de las Estrellas - Mexico

Idaho, in conjunction with USLGE, will be taking a group of producers to Guadalajara Mexico for the Congreso Ganadera de las Estrellas show and a day of ranch visits. This show is in its second year and really made an impact last year in its debut. Attracting people from across Mexico, the goal is to build a strong international presence. For more information, contact [Tanner Wagner](#).

March 27 - 30, 2023



Associated Food Stores Food Show, SLC

Idaho Preferred will travel with 10 food crafters/producers to Salt Lake City for the annual Associated Food Stores (AFS) Food Show. This event is an excellent opportunity for local Idaho producers to expand their distribution regionally. For more information, contact [Erica White](#).

April 3 - 7, 2023

Idaho - Asia Trade Office Manager Visits

The state of Idaho operates highly skilled trade offices in Taiwan, China, and Mexico, dedicated to helping your company succeed in key international markets. Idaho's Taiwan and China Trade Office Managers will be in the state in April for meetings with Idaho companies. Meetings are primarily driven by company interests/questions, so take advantage by presenting information, goals, and questions specific to your business. This is also a good time to inquire about market trends, COVID-19 status, or any other questions you may have about doing business within Asia.

To schedule a meeting with:

- Eddie Yen (Taiwan and SE Asia), between April 3 - 7, contact [Michelle Silva](#).
- Tara Qu (China), between April 10 - 14, contact [Chelsea Conlon](#).

April 21 - 22, 2023



Good Food Show, Portland, OR

Idaho Preferred will accompany several food crafters at the annual food show. This event is an excellent opportunity for local Idaho producers to expand their distribution regionally and nationally.

For more information, contact [Erica White](#).

May 15 - 18, 2023



Middle East Outbound Trade Mission to UAE

This will be an outbound trade mission for suppliers from the western United States to travel to Dubai, United Arab Emirates, to learn more about the various Middle East food trends and how their products would fit best into the markets.

This mission will include inviting buyers from the UAE for B2B meetings, retail tours, and potential site visits. Companies will have the opportunity to cultivate working business relationships with Middle East buyers and learn more about the current market trends. For more information, contact [Michelle Silva](#).

May 16 - 19, 2023

Dairy Inbound from Mexico

Idaho, in conjunction with USLGE, will be hosting a group of dairymen, vets and various dairy association members from Mexico. This trip will include dairy visits and an educational piece for the Mexican producers to help them see the benefit of using Idaho dairy genetics. If you are interested in hosting this group at your operation contact [Tanner Wagner](#).

June 14 - 17, 2023

Food Taipei, Taipei Taiwan

Participating in one of the largest tradeshow in Taiwan through the WUSATA Pavilion at the Food Taipei Trade Show. This four-day show in June 2023 will be a great opportunity for companies that have exhibited in the past or for first-time participants as well. This would be an ideal time for companies to showcase its products in front of the largest tradeshow audience in Taiwan. Space will be limited. For inquiries, contact [Michelle Silva](#).

July 19 - 21, 2023

WUSATA Korea Food Service + Ingredient Inbound Mission to ID/OR

Pre-qualified buyers, importers, and distributors from Korea will visit Idaho to source foodservice and ingredient products from the Western United States. Buyers from mainland China and Hong Kong will also be invited at the same time. Supplier companies will have the opportunity to meet with these buyers in Idaho to promote offerings and establish connections to arrange future sales. More details to come. For more information, contact [Chelsea Conlon](#).

July 19 - 21, 2023

WUSATA China Inbound Mission to ID/NV

Pre-qualified buyers, importers, and distributors from mainland China and Hong Kong will visit Idaho to source foodservice and ingredient products from the Western United States. Buyers from Korea will also be invited at the same time. Supplier companies will have the opportunity to meet with these buyers in Idaho to promote offerings and establish connections to arrange future sales. More details to come. For more information, contact [Chelsea Conlon](#).

August 19 - 25, 2023

Dairy Outbound - Vietnam/Cambodia

Idaho in conjunction with the USLGE will be taking a group of Idaho dairy genetics producers to Vietnam and Cambodia in efforts to continue to build upon relationships previously made on other trade missions and to explore new opportunities for exporting genetics. The trip will include dairy visits, networking opportunities and business to business meeting with medium to large dairy producers in Vietnam and Cambodia. For more information, contact [Tanner Wagner](#).

September 2023

WUSATA Onion Inbound

As in years past Idaho, with WUSATA will be hosting a group of onion and produce buyers from Mexico. This has proven to be a very successful mission in past years due to the networking opportunities and field and site tours. For more information, please contact [Tanner Wagner](#).

October 16 – 20, 2023



ASEAN Outbound Trade Mission to Thailand + added 2nd stop (TBD)

This outbound will consist of suppliers from the western United States traveling to Thailand with an added second stop to be announced within Southeast Asia to learn about the various ASEAN food trends and current market standings. This mission will have a primary focus on consumer orientation and food service. The trade mission will include one-on-one business meetings, retail tours, and potential site visits. In addition, there will also be an added Chef Demonstration event using supplier products/ingredients. For inquiries, contact [Michelle Silva](#).

Oct 30 – Nov 1, 2023



WUSATA Outbound Mission to Korea

This is an excellent opportunity for food and beverage suppliers that wish to take advantage of growing opportunities in the retail and foodservice sectors of Korea to travel and collect market insight, to meet with pre-qualified buyers, importers, and distributors for one-on-one meetings, and participate in site tours in South Korea.

This activity will be back-to-back with an Outbound Mission to Japan, for those interested in continuing their trip for additional meetings. More details to come. For additional information, please contact [Chelsea Conlon](#).

November 1 - 3, 2023



WUSATA Outbound Mission to Japan

This is an excellent opportunity for food and beverage suppliers that wish to take advantage of growing opportunities in Japan to travel and collect market insight, to meet with pre-qualified buyers, importers, and distributors for one-on-one meetings, and participate in site tours. This activity will be back-to-back with an Outbound Mission to Korea, for those interested in starting their trip with additional meetings. More details to come. For additional information, please contact [Chelsea Conlon](#).

Nov 13 – 17, 2023



Idaho Governors Trade Mission to Mexico City, Mexico

Governor Brad Little will be leading a trade mission to Mexico City. This mission will consist of high-level business to business meeting opportunities, a valued partner awards ceremony, and networking opportunities. For more information on this mission, contact [Tanner Wagner](#).

January 21 - 23, 2024



WUSATA Pavilion at Winter Fancy Food Show

Specialty food industry professionals know that the Winter Fancy Food Show is always a winning bet! The Winter Fancy Food Show is where specialty food makers go to exhibit their newest and best products and where buyers go to find their next bestsellers. With thousands of industry professionals all under one roof, the Winter Fancy Food Show is three days of sampling, networking, and education designed to help grow your business. Space will be limited. For more information, contact [Chelsea Conlon](#).

Spring 2024



Latin America Ingredients Foodservice inbound to Idaho and Oregon

Idaho and Oregon are partnering with WUSATA to bring buyers from Mexico and other countries in Latin America to showcase what we have to offer in the food service and ingredients sectors. This mission will include networking opportunities, site/plant visits and business to business meetings. For more information, please contact [Tanner Wagner](#).

June 14 - 17, 2024



WUSATA Pavilion at IFIA Trade Show Japan

ifia (International Food Ingredients & Additives Exhibition and Conference)/HFE (Health Food Exposition & Conference) JAPAN are the leading food ingredients, additives, and functional food ingredients event in Japan. The well-established quality of the event and its visitors brings exhibitors back every year and draws in a steadily growing number of new faces. Participation in ifia/HFE JAPAN is a great way to launch into the Japanese market and showcase your products and services to many key decision makers in the industry in one place at one time. Matchmaking meetings will also be coordinated in conjunction with this tradeshow. For more information, contact [Chelsea Conlon](#).

Summer 2024



WUSATA Japan Inbound Mission to ID

Pre-qualified buyers, importers, and distributors from Japan will visit Idaho to source foodservice and ingredient products from the Western United States. Supplier companies will have the opportunity to meet with these buyers in Idaho to promote offerings and establish connections to arrange future sales. More details to come. For more information, contact [Chelsea Conlon](#).

Summer 2024



WUSATA Korea Animal Feed Inbound Mission to ID

Pre-qualified buyers, importers, and distributors from Korea will visit Idaho to source animal feed and additive products from the Western United States. Buyers from Southeast Asia will also be invited at the same time. Supplier companies will have the opportunity to meet with these buyers in Idaho to promote offerings and establish connections to arrange future sales. More details to come. For more information, contact [Chelsea Conlon](#).

Summer 2024



WUSATA ASEAN Animal Feed Outbound Mission to ID

Pre-qualified buyers, importers, and distributors from Southeast Asia will visit Idaho to source animal feed and additive products from the Western United States. Buyers from Korea will also be invited at the same time. Supplier companies will have the opportunity to meet with these buyers in Idaho to promote offerings and establish connections to arrange future sales. More details to come. For more information, contact [Michelle Silva](#).

Summer 2024



WUSATA Taiwan Food Promotion

For a one-month period, WUSATA will provide support to selected restaurants in Taiwan in promoting special products from the Western US region. Products being promoted will include beverages, frozen fruit, frozen vegetables, nuts, baking ingredients, fresh fruit & vegetables, and other processed food products. All promoted products must already be in the market and packaged for the foodservice sector. More details to come. For more information, contact [Michelle Silva](#).

September 4-6, 2024



WUSATA Food Ingredient Asia Tradeshow

Food Ingredients Asia, in Jakarta, Indonesia, provides the opportunity to network with more than 18,000 visitors from 56 countries, while marketing best prospective markets including but not limited to: bakery products, dairy products (milk and cheese), herbs/spices and seasonings, starches and derivatives, antioxidants, sugars, sweeteners and syrups, and organic ingredients. This tradeshow will provide excellent exposure for food ingredient items into the ASEAN marketplace.

More details to come. For additional information, please contact [Michelle Silva](#).

Fall 2024



WUSATA Mexico Produce Inbound

This mission is in response to interest from buyers and retailers in Mexico who are looking for more of an all-around produce mission to Idaho. This mission will include site/field visits, networking

opportunities and business to business meetings. For more information, please contact [Tanner Wagner](#).

Fall 2024



WUSATA Korea Menu Promotion (new-to-market products)

This is an excellent opportunity for new-to-market food and beverage suppliers that wish to take advantage of the growing opportunities in the foodservice sector of Korea. While travel is optional, companies will have the opportunity to participate in a back-to-back Outbound Trade Mission to Korea for matchmaking meetings during the days leading up to the promotional event.

More details to come. For additional information, please contact [Chelsea Conlon](#).



Idaho State Department of Agriculture/
State of Idaho

<https://agri.idaho.gov/main/>



WUSATA

(Western U.S. Agricultural Trade Association)

www.WUSATA.org



U.S. Livestock Genetics Export, Inc.

www.USLGE.org



Idaho Preferred Program

www.IdahoPreferred.com



USDA

(Foreign Agricultural Service,
U.S. Department of Agriculture)

<https://www.fas.usda.gov/>

Legend

FOR MORE INFORMATION

Laura Johnson 208.332.8533 - Laura.Johnson@isda.idaho.gov
Erica White 208.332.8532 - Erica.White@isda.idaho.gov
Dawn Larzelier 208.332.8684 - Dawn.Larzelier@isda.idaho.gov
Brock Cornell 208.332.8535 - Brock.Cornell@isda.idaho.gov

Chelsea Conlon 208.332.8678 - Chelsea.Conlon@isda.idaho.gov
Tanner Wagner 208.332.8538 - Tanner.Wagner@isda.idaho.gov
Michelle Silva 208.332.8564 - Michelle.Silva@isda.idaho.gov